

Project Design Phase
Problem – Solution Fit

Date	15 April 2025
Team ID	SWTID1743695015
Project Name	Shopez: E-Commerce Application
Maximum Marks	2 Marks

Problem – Solution Fit:

Top Section – Define CS, fit into

This section identifies your **target customers** and what's holding them back:

1. **Customer Segments (CS):**
Who are your customers? Define them clearly — individuals, companies, or user roles.
 2. **Customer Constraints (CC):**
What limitations or barriers do your customers face in solving the problem? This includes lack of knowledge, tools, or budget.
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Middle Section – Focus on J&P, tap into BE, understand

This is the heart of the canvas — you explore **customer problems and behaviors**:

2. **Jobs-To-Be-Done / Problems (J&P):**
What specific tasks or issues are your customers trying to solve?
 3. **Problem Root Cause (RC):**
What are the underlying reasons why these problems exist? Think beyond the symptoms.
 4. **Behaviour (BE):**
What are your customers currently doing to deal with the problem? This helps you understand current alternatives or workarounds.
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Bottom Left – Identify strong TR & EM

This area focuses on customer **emotions and motivation**:

3. **Triggers (TR):**
What events or frustrations push customers to seek a solution?
 4. **Emotions Before / After (EM):**
What do customers feel before the problem is solved? What do they feel after using your solution?
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Bottom Right – Extract offline & online CH of BE

This helps you determine **how customers act**:

8. Channels of Behaviour (CH):

8.1 **Online:** Where do customers look for solutions online (e.g., Google, reviews, YouTube)?


8.2 **Offline:** Where do they turn offline (e.g., word of mouth, in-person feedback)?

Bottom Center – State Solution

10. Your Solution (SL):

This is where you describe your product or service. It should clearly match the problem and constraints previously outlined.

Problem-Solution fit canvas 2.0		Purpose / Vision	
Define CS, fit into	1. CUSTOMER SEGMENT(S) Who is your customer? Online shoppers (individual customers), small and medium e-commerce businesses, marketplace sellers.	6. CUSTOMER What constraints prevent your customers from taking action or limit their choices of solutions? (i.e. spending power, budget, no cash, network connection, available devices). Limited trust in existing platforms, concerns over payment security, delivery reliability, lack of customization, high platform fees.	5. AVAILABLE SOLUTIONS Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? (i.e. pen and paper is an alternative to digital notetaking) <ul style="list-style-type: none">Shopify, WooCommerce, Magento – offer standard solutions, but can be complex or expensive for small sellers.Some rely on social media sales without proper inventory systems.
	Focus on J&P, tap into BE, understand	2. JOBS-TO-BE-DONE / PROBLEMS Which jobs to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides. <ul style="list-style-type: none">Customers want to find products quickly and checkout smoothly.Sellers want to manage inventory, orders, and payments seamlessly.Businesses need a scalable platform with minimal downtime.	9. PROBLEM ROOT CAUSE What is the real reason that this problem exists? What is the back story behind the need to do this job? (i.e. customers have to do it because of the change in regulations). <ul style="list-style-type: none">Mobile-first platforms are slow to adapt and scale.Poor integration between services (catalogue, payment, delivery).Outdated or cluttered interfaces cause cart abandonment.Sellers lack real-time analytics to make data-driven decisions.
Identify strong TR & EM		3. TRIGGERS What triggers customers to act? (i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news). <ul style="list-style-type: none">Cart abandonment due to payment failure.Delayed deliveries or wrong product listings.Inability to scale during festive or high-traffic seasons.	10. YOUR SOLUTION If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality. If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour. A microservice-based e-commerce platform that separates services like product catalog, user management, cart, order tracking, payment, and notification. It integrates with third-party APIs for delivery and payment, supports multi-device access (mobile/web), and provides real-time analytics dashboards for sellers.

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